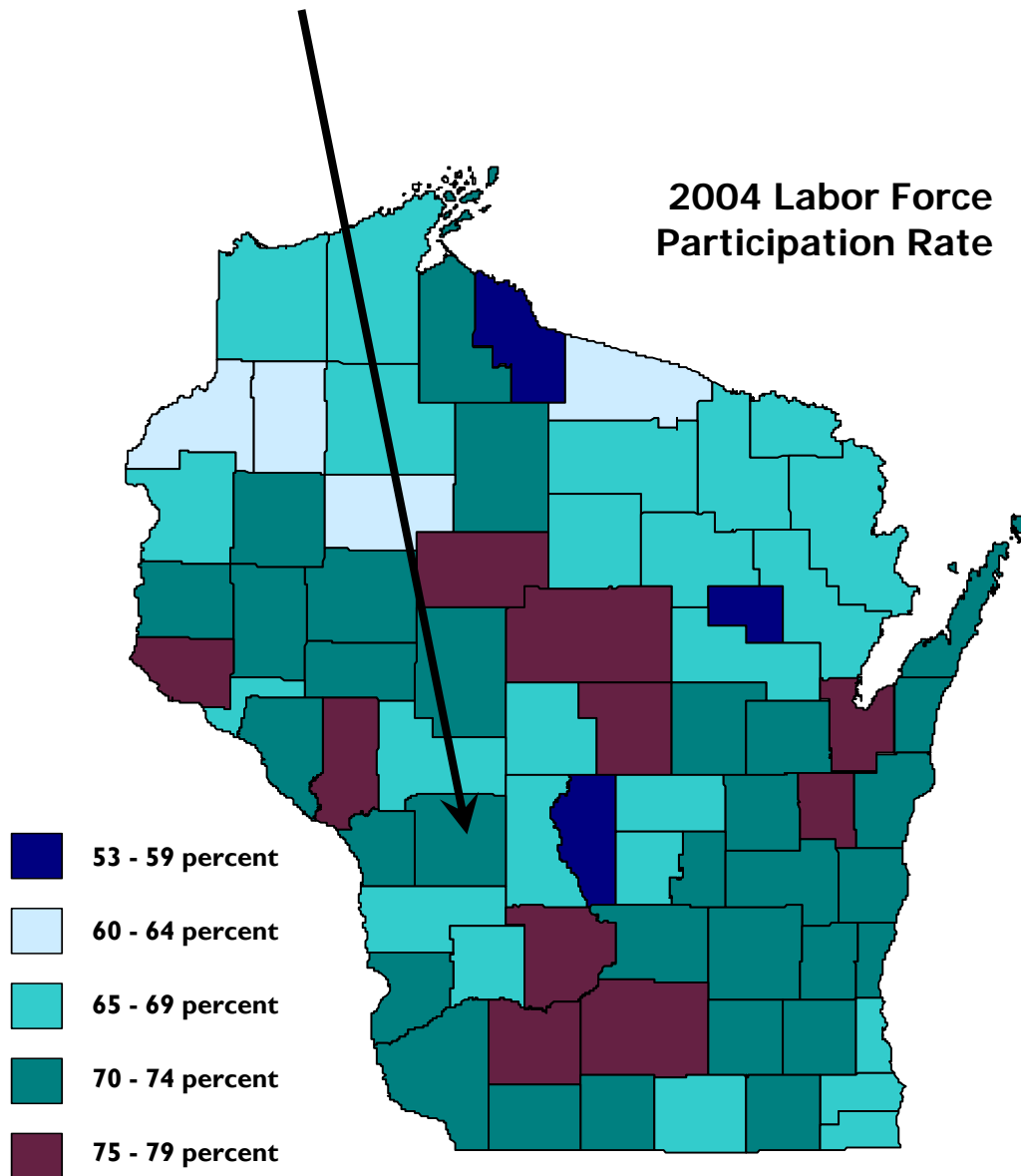


Monroe County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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State of Wisconsin
Department of Workforce Development
Office of Economic Advisors

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County Population and Labor Force

From Census 2000 to January 2005 the population in Monroe County increased at a faster pace than in the nation and Wisconsin. The population increased 5.3 percent with the addition of 2,173 residents and ranked 23rd fastest growing among the state's 72 counties. All of the county's five largest municipalities added residents and two of the five grew faster than the overall growth rate for the county. The five largest municipalities added 1,227 residents, accounting for almost 60 percent of the total growth in the county.

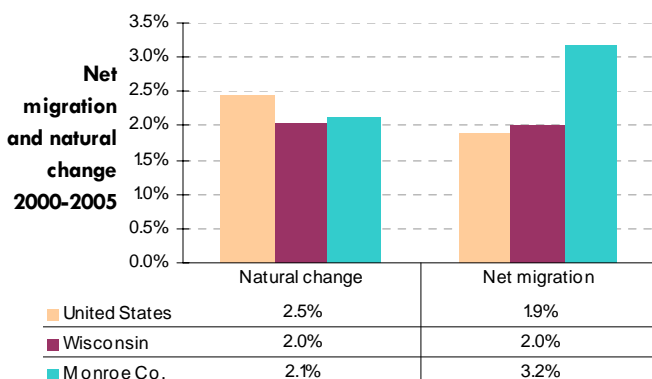
There are two ways that a geographic area can increase their population total; natural causes (births - deaths) and net in-migration. In Monroe County's case both types of increases occurred, and the increases from both exceeded increases in the state.

The increase in county population from migration surpassed the increase attributed to natural causes. The migration rate in Monroe County of 3.2 percent greatly exceeded the Wisconsin rate of two percent. A significant share of the net migration to non-metropolitan counties occurs in counties adjacent to metro areas and state borders. While Monroe County did attract new residents in towns closest to the City of La Crosse the largest increases occurred in the City of Sparta, Town of Sparta and the City of Tomah. The continuing activity in and around the military post located in the county is one of the reasons for Monroe County's solid population increases. Fort McCoy attracts and retains various

Five largest municipalities in Monroe County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
Monroe County	40,896	43,069	2,173	5.3%
Sparta, City	8,648	9,129	481	5.6%
Tomah, City	8,419	8,798	379	4.5%
Sparta, Town	2,753	2,977	224	8.1%
La Grange, Town	1,761	1,839	78	4.4%
Byron, Town	1,394	1,459	65	4.7%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



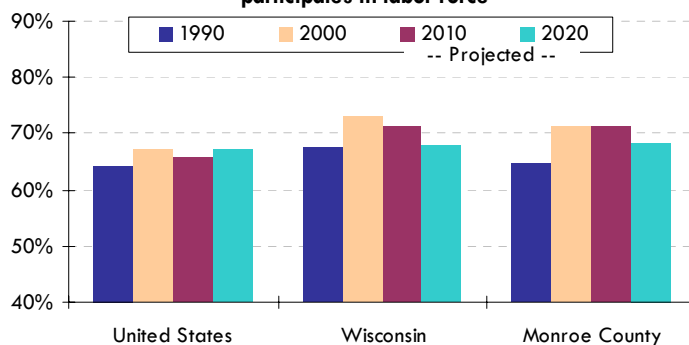
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Population and Labor Force

	United States	Wisconsin	Monroe County
Total population in 2000	281,424,602	5,363,715	40,896
Population est. Jan. 1, 2005	295,160,302	5,580,757	43,069
Change	13,735,700	217,042	2,173
% change	4.9%	4.0%	5.3%
2005 Labor force population*	224,837,000	4,339,938	32,951
Share of total population	76.2%	78%	76.5%
Labor force	147,125,000	3,071,179	23,399
Labor force participation rate	65.4%	70.8%	71.0%
2005 Population 16 yrs. & over	228,621,674	4,417,313	33,507
16-24 yrs old	37,489,370	743,764	5,894
Share of population 16+ yrs	16.4%	16.8%	17.6%
25-59 yrs old	142,248,896	2,708,865	19,790
Share of population 16+ yrs	62.2%	61.3%	59.1%
60 yrs and older	48,883,408	964,684	7,823
Share of population 16+ yrs	21.4%	21.8%	23.3%
Projected population: 2020	335,804,546	6,110,878	47,994
Population 16 yrs. & over	264,085,104	4,869,573	37,899
16-24 yrs old	37,918,865	681,586	4,700
Share of population 16+ yrs	14.4%	14.0%	12.4%
25-59 yrs old	150,678,402	2,756,884	21,733
Share of population 16+ yrs	57.1%	56.6%	57.3%
60 yrs and older	75,487,837	1,431,103	11,466
Share of population 16+ yrs	28.6%	29.4%	30.3%

* civilian population 16 yrs. and older not in an institution

Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

population groups including younger families.

In addition to the increase from migration the population increased when the 2,162 births since 2000 exceeded deaths by 873. However, in spite of a solid natural population growth rate, the overall trend in the county is still toward an older population.

Revised Labor Force

All labor force estimates published from 1990 to 2004 have been revised. The more recent years reflect trends revealed during Census 2000 while the 1990s were updated to include changes from 1990 to 2000 but are still based on ratios from the 1990 census.

During the mid-1990s the number of employed in the county rose significantly and reflects the increase in jobs available with new and existing employers. This is a period of substantial growth, both locally and nationally. A record low unemployment rate for the county was recorded in 1999.

Nationally, there was a recession in 2001 and unemployment rates in Monroe County reacted as one would expect, by increasing. However, it should be noted that the increase in rates during the latest recession was much smaller than experienced in past recessions. The unemployment rate in Monroe County in 2003 was five percent compared to a 11.3 percent unemployment rate following the 1981-82 recession, and near seven percent rates following the 1991-92 recession. Several factors, including an older workforce, contributed to recession rates being lower than in the past.

Monroe County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	18,188	17,272	916	5.0%
1991	18,571	17,338	1,233	6.6%
1992	18,854	17,550	1,304	6.9%
1993	19,084	18,011	1,073	5.6%
1994	19,845	18,698	1,147	5.8%
1995	20,047	19,079	968	4.8%
1996	20,262	19,341	921	4.5%
1997	20,052	19,047	1,005	5.0%
1998	19,998	19,137	861	4.3%
1999	19,800	19,028	772	3.9%
2000	21,691	20,903	788	3.6%
2001	22,462	21,442	1,020	4.5%
2002	22,653	21,552	1,101	4.9%
2003	23,481	22,310	1,171	5.0%
2004	23,399	22,420	979	4.2%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

The focus of this analysis to this point has been on quantitative changes in Monroe County's population and labor force. At this point we move to information on the quality of the county's labor force in comparison with the state and nation by age and gender.

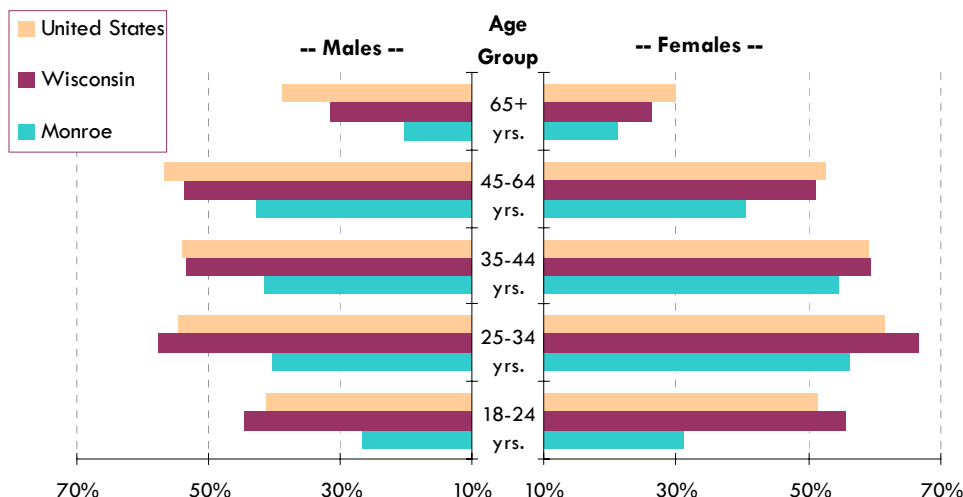
Among the ways which experts measure the overall quality of a region's skilled workforce is through an analysis of the

level of education attainment among the population. An example of this analysis is depicted in the graph below. The county lags state and national concentrations of post-secondary education at each of the five age cohorts. (Measured as attendance at either a technical or community college and/or four-year college or university or completion of said degree.) This may be a reflection of employment opportunities in the county. Almost 20 percent of the jobs in the county are in the manufacturing sector and many of these jobs do not require post-secondary education.

The percentage of females in the county with post-secondary education exceed males in almost every age group (males are slightly higher in the 45-64 age group).

Long-term sustained growth in service industries has been occurring in Monroe County. This growth was anchored by job expansion in health care and education, two industries with female dominated professional and technical occupations.

Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

Employment and Wages

Average wages in Monroe County were 80.5 percent of the statewide average in 2004 and average wages in all of the county's industry sectors except one were below the state average wages.

The average wage in public administration, the county's highest paying industry, was roughly equal to the statewide average. Federal government employment levels in the state's 72 counties are third highest in Monroe, just behind higher levels in Dane and Milwaukee counties. About 14 percent of all wages paid in Monroe County are paid by establishments in the public administration sector.

Education & health had the second highest average wage at \$32,283. In this data series (chart at right) wages paid to and employment at the Veterans Hospital in Tomah are included in the education & health category.

Trade, transportation and utilities provides the greatest share of the county's total wages and employment. This industry, anchored by large retailers and a distribution center accounts for 24.1 percent of the jobs in the county and 23.1 of the wages paid. Close behind are manufacturing with 19.3 percent of the employment and 21.5 percent of wages paid in the county and education & health with 18.2 percent of employment and 21 percent of wages.

Average Annual Wage by Industry Division in 2004

	2004	2004		
	Average Annual Wage	Average Annual Wage	Percent of	1-year
	Wisconsin	Monroe County	Wisconsin	% change
All Industries	\$ 34,749	\$ 27,981	80.5%	4.1%
Natural resources	\$ 27,399	\$ 27,383	99.9%	6.2%
Construction	\$ 41,258	\$ 31,866	77.2%	1.9%
Manufacturing	\$ 44,145	\$ 31,096	70.4%	0.8%
Trade, Transportation, Utilities	\$ 30,088	\$ 26,760	88.9%	4.9%
Information	\$ 41,759	suppressed	Not avail.	Not avail.
Financial activities	\$ 45,103	\$ 28,226	62.6%	7.5%
Professional & Business Services	\$ 39,580	\$ 26,832	67.8%	7.7%
Education & Health	\$ 36,408	\$ 32,283	88.7%	9.1%
Leisure & Hospitality	\$ 12,295	\$ 9,722	79.1%	4.0%
Other services	\$ 20,207	\$ 15,924	78.8%	3.1%
Public Administration	\$ 36,347	\$ 36,580	100.6%	-0.7%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

The industry that pays the lowest average annual wage in Monroe County is leisure & hospitality, with an annual average just over \$9,700. The lower wage in this industry is often related to a higher percentage of entry level, part-time and seasonal jobs. Nevertheless, leisure & hospitality is an important part of the county's economy. During 2004 the Wisconsin Department of Tourism estimated that nearly \$108.4 million tourism dollars were spent in Monroe County ranking 29th in Wisconsin, ahead of Monroe's population rank of 34th; illustrating that Monroe County received more tourism revenue per capita than the average Wisconsin county.

2004 employment and wage distribution by industry in Monroe County

	Employment		Total payroll	
	Annual average	1-year change		
Natural Resources	256	6	\$ 7,009,984	
Construction	569	51	\$ 18,131,761	
Manufacturing	3,614	352	\$ 112,382,422	
Trade, Transportation, Utilities	4,515	51	\$ 120,819,301	
Information	suppressed	suppressed	suppressed	
Financial Activities	524	-34	\$ 14,790,418	
Professional & Business Services	1,337	173	\$ 35,874,498	
Education & Health	3,408	198	\$ 110,019,937	
Leisure & Hospitality	1,891	126	\$ 18,383,943	
Other services	430	2	\$ 6,847,111	
Public Administration	1,964	21	\$ 71,843,087	
Not assigned	suppressed	suppressed	suppressed	
All Industries	18,707	951	\$ 523,440,382	

Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Employers in Monroe County

Establishment	Product or Service	Size (Dec. 2004)
Wal-Mart Associates Inc	Gen. warehousing & storage	1000+ employees
US Department of Defense	National security	500-999 employees
Northern Engraving Corp	Motor vehicle metal stamping	500-999 employees
Department of Veterans Affairs	Psychiatric & substance abuse hospitals	500-999 employees
Toro Mfg LLC	Farm machinery & equip. mfg.	500-999 employees
Cardinal Glass Industries Inc	Glass product mfg. made of purchased glass	500-999 employees
V T Griffin Services Inc	Facilities support services	500-999 employees
Tomah Public School	Elementary & secondary schools	500-999 employees
County of Monroe	Executive & legislative offices, combined	250-499 employees
Sparta Area School District	Elementary & secondary schools	250-499 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in Monroe County

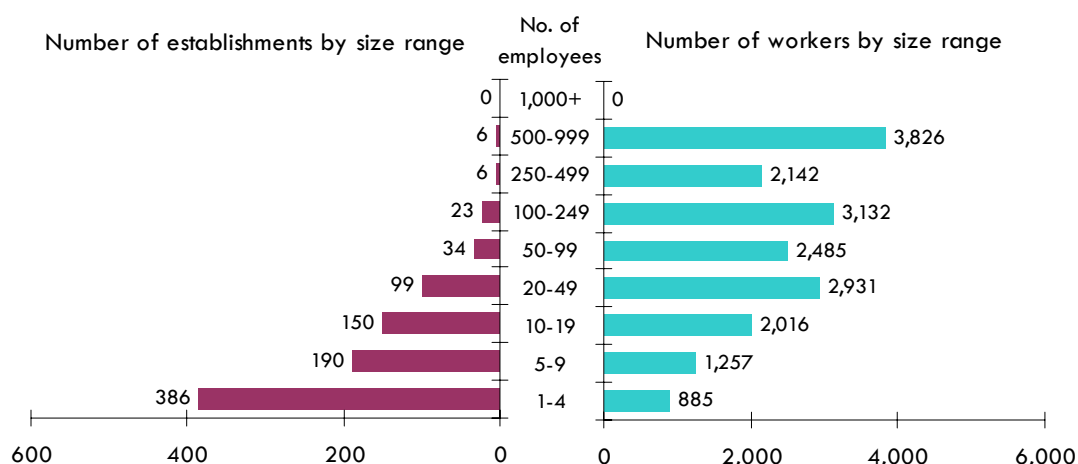
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Food services and drinking places	78	1,317	148	121
Educational services	10	1,209	25	-17
Hospitals	3	1,128	13	24
National security & international affair	*	*	not avail.	not avail.
Truck transportation	45	926	12	199
Administrative and support services	24	913	-108	611
Machinery manufacturing	8	786	41	9
Executive, legislative, & gen government	33	762	68	84
Warehousing and storage	*	*	not avail.	not avail.
Transportation equipment manufacturing	*	*	not avail.	not avail.

* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

Monroe County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

It is important to note that while Wal-Mart is listed as the single largest employer in Monroe County, it is the military post in Monroe County that is responsible for the largest cash infusion into the county's economy.

In 2004, Fort McCoy returned 243.6 million dollars to the economy, for an estimated total economic impact of 779.4 million dollars. Fort McCoy's economic impact has increased 148 percent since 2000, due in increased post mobilization. (Source: Economic Resource Impact Statement for Fort McCoy—2004) In 2004 over 127,000 people were trained at the fort.

In addition to the jobs at Fort McCoy, workers with other employers such as the Department of Defense, Griffin Services, Army and Air Force Exchange Service, Army Non-Appropriated Services, Blackstone Consulting, and others are contracted to work at the fort. When added together these jobs total almost 3,200, much higher than any other employer in the county. Most of these employers would not exist in Monroe County if it weren't for the fort.

Part of the growth in retail trade, restaurants, and bars in the county can be attributed to increased activity at the Fort.

Per Capita Personal Income

The per capita personal income (PCPI) in 2003 in Monroe County of \$23,467 ranked 54th among Wisconsin's 72 counties. PCPI increased 4.2 percent in the last year and 16.8 percent since 1998. The percent change over last year exceeded an increase in PCPI in the state of 2.5 percent, however the state and national PCPI has grown faster in the last five years.

PCPI in Monroe County was 76 percent of the Wisconsin PCPI of \$30,685 in 2003, five percentage points lower compared to the state average than payroll wages in the county (page 3). The data on page 3 is reported on based on what employers pay in the county, PCPI is reported on based on what residents of a county receive.

The per capita personal income report from the US Dept. of Commerce, Bureau of Economic Analysis, includes wages and salaries from jobholders, self-employed, proprietorships, and farmers. It also includes income from dividends, interest and rent; and income from transfer payments like social security, Medicaid, unemployment insurance, veteran's benefits, and W2. The total of all income sources is divided by the total population to arrive at the per capita personal income. Factors such as a higher share of residents without income (generally children), or residents on a fixed income (generally the elderly) can lower the PCPI.

Monroe County total personal income of \$979,107,000 in 2003 was up 4.6 percent from 2002 and 20.8 percent from 1998.

Since 1992, nonfarm proprietors income in Monroe County has grown at a slower pace than the state or nation. In both the state and nation, it grew by more than 100 per-

cent during that time period, but grew by just 30 percent in the county. Particularly noteworthy is the time period of 1998—2001, were it continued to grow statewide and nationally, but declined in Monroe County. Monroe County nonfarm proprietors income rebounded a bit in 2002, perhaps due to entrepreneurs selling services to the fort and its personnel.

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Waushara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005